



Thursday, October 7, 2010
7.30 - 9.00 pm

Venue:
The English Theatre
Gallusanlage 7
60329 Frankfurt

Admission: 5 € - Students: 3 €

Surf's Up at James the Bar - a Book Fair Special Feature

*The Consulate General of the United States of America in Frankfurt in cooperation with
The English Theatre Frankfurt and the Newcomers Network*

on the occasion of the Frankfurt Book Fair 2010

presents

Michael Scott Moore

Sweetness and Blood:

**How Surfing Spread from Hawaii and California
to the Rest of the World, with Some Unexpected Results**

*Moderation by Cai Tore Philippsen, Frankfurter Allgemeine Zeitung
The reading and discussion will be conducted in English.*



Surf's Up at James the Bar – a Book Fair Special Feature

How did an obscure tribal tradition from pre-colonial Hawaii — nearly eliminated by Christian missionaries — jump oceans to California and Australia? How did it become a world sport, and how does it clash with cultures in corners of the earth where the surf might be excellent but the society is highly traditional, or superstitious about the sea? In a series of travel essays, Michael Scott Moore visits a number of surf destinations — Israel, the Gaza Strip, West Africa, Great Britain, Germany, Indonesia, Japan, Cuba, and Morocco — to find out. The result is a surprising look at how modern surfing became a major American export, like Hollywood or rock 'n' roll, mingling with cultures that should have every reason to ignore a pop phenomenon that started, more or less, in Mike's hometown. Mike explores each country with a simple goal: to find out who surfed there first. His wandering introduces him to the roots of the 2002 nightclub bombings in Bali, the challenge to communism posed by surfing in Cuba, and the hazards of surfing an accidental wave in Munich's municipal river system. (<http://www.radiofreemike.com>)

"Moore writes in a spirit closer to Bruce Chatwin's *In Patagonia* than the latest issue of *Carve*. ... What he has done, subtly and beguilingly, is write a book about surfing that often is not really about surfing but about simply being alive (and, in some cases, dead)." *New York Times Book Review*

"Sweetness and Blood reveals a great deal about the evolution of surfing but even more about the currents of globalization — which are as complex and as hard to fathom as those of the ocean itself. There is a remarkable character, a surprising bit of history and a fresh insight on every single page of this wonderful book." Ethan Watters, author of *Crazy Like Us: The Globalization of the American Psyche*

Michael Scott Moore is a novelist and journalist from California who lives in Berlin, where he works for *Spiegel Online International*. His first novel, *Too Much of Nothing*, is set in a fictional California beach town, and he has written on politics and travel for publications such as *The Atlantic Monthly*, *Slate*, the *Los Angeles Times*, *Miller-McCune magazine* and the *Financial Times*.